

**FRESNO, CALIFORNIA**  
**CLASS SPECIFICATION**

**ECONOMIC DEVELOPMENT ANALYST**

**FLSA STATUS:**

Exempt

**CLASS SUMMARY:**

The Economic Development Analyst is the first and entry level in a two level Economic Development series. Incumbents are responsible for performing complex professional activities involving research, analysis, planning, evaluation, and coordination in support of the goals within the Economic Development Department of the City of Fresno that are narrow in scope. Incumbents are fully functional in their ability to apply analytical skills and use their economic development experience to proactively address department issues.

The Economic Development Analyst is distinguished from the Economic Development Coordinator, which is responsible for performing advanced journey level economic development activities.

**TYPICAL CLASS ESSENTIAL DUTIES:** (These duties are a representative sample; position assignments may vary.)

**FRE-  
QUENCY**

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|----|--|---------------|
| 1. | Develops a variety of marketing and promotion strategies and materials in support of economic development efforts, including coordinating contracted services for graphic art, design, and production.               | Daily<br>25%  |
| 2. | Performs varied administrative, staff, and analytical assignments in support of City economic development activities.  | Daily<br>20%  |
| 3. | Conducts research and collects, compiles, and analyzes data associated with economic development issues, projects, and activities.   | Daily<br>15%  |
| 4. | Participates in the preparation of development proposals, coordinates development requirements, and processes development packages through the idea, planning, and construction phases.                              | Daily<br>10%  |
| 5. | Identifies and solicits new and expanding businesses to the City; facilitates the exchange of information to encourage cooperation and efficiency in the development process.  | Daily<br>5%   |
| 6. | Participates in/on a variety of meetings, committees, task forces, and/or other applicable groups in order to receive and convey information; facilitates presentations to community groups and civic organizations. | Weekly<br>10% |
| 7. | Coordinates the full scope of small-scale economic development projects.   | Weekly<br>5%  |

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8.	Participates in conducting surveys and collecting information relevant to the City's economic development efforts; analyzes findings and prepares or presents reports of practical solutions or recommendations.	Quarterly 5%
9.	May <del>assist in coordinating and administering economic development programs and incentive zones.</del>	<del>Daily 0 – 50%</del>
10.	Performs other duties of a similar nature or level.	As Required

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0 – 5%

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**Training and Experience** (positions in this class typically require):

- Bachelor's Degree in an Economic Development related field and four years of professional level economic development experience;
- OR
- An Associate's Degree in an Economic Development related field and six years of professional level economic development experience are required;
- OR
- An equivalent combination of education and experience sufficient to successfully perform the essential duties of the job such as those listed above.

**Licensing Requirements** (positions in this class typically require):

- Basic Class C License

**Knowledge** (position requirements at entry):

Knowledge of:

- Public administration concepts and theories;
- Municipal organization and operations;
- Applicable Federal, State and Local laws, codes, ordinances, policies, procedures, rules and regulations;
- Community, marketing and public relations principles and practices.
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**Skills** (position requirements at entry):

Skill in:

- Using computers and applicable software applications
- Coordinating economic development small-scale projects
- Interpreting, applying and explaining applicable laws, codes, ordinances, policies, procedures, rules and regulations
- Exercising initiative, and sound judgment in solving difficult and complex administrative and technical problems
- Prepare and proofread clear, concise, and comprehensive reports, records, and other written documents
- Implementing public relations/marketing initiatives
- Communication, interpersonal skills as applied to interaction with coworkers, supervisor, the general public, business, organizations, elected and appointed officials, media, etc. sufficient to exchange or convey information, give/receive work direction

**Physical Requirements:**

Positions in this class typically require: feeling, finger dexterity, grasping, hearing, repetitive motions, seeing and talking.

Sedentary Work: Exerting up to 10 pounds of force occasionally and/or a negligible amount of force frequently or constantly to lift, carry, push, pull or otherwise move objects including one's own body. Sedentary work involves sitting most of the time. Jobs are sedentary if walking and standing are required only occasionally and all other sedentary criteria are met. Some positions may require more frequent walking, lifting and standing.

Incumbents may be subjected to travel.

**Note:**

The above job description is intended to represent only the key areas of responsibilities; specific position assignments will vary depending on the business needs of the department.

**Classification History:**

Draft prepared by Fox Lawson & Associates (LM)  
Date: 12/2007